

5 Core Marketing Functions to Grow Your Business

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



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DEVELOPMENT



Part 1 of 3

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January 28, Session one: The Five Core Marketing Functions Your Business Needs to Grow. These 5 Marketing Pillars are the foundation to predictably grow your business. Where you are in your business growth will determine how much time you devote to each pillar. The goal is to create harmony in your business and create systems to achieve predictable and measurable growth.

February 11, Session two: Daily Planning for Entrepreneurs. This planning process helps bridge the gap between your future outcomes and present activities. Set your 2021 marketing plans into motion, with daily tasks to gain confidence that the things you're doing today will lead you toward the success you're after.

February 25, Session three: How to Create 1 Month of Content in 1 Day. Remove the overwhelm of having to constantly post on LinkedIn and Social Media by creating a month's worth of content in 1 Day. You will leave with a template for you to 'plug and play' your full 30 days of content.

Getting Clarity

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Who does What?

47% of small businesses do all of their marketing on their own.

Most businesses have a business plan, but marketing is usually a tiny blurb. You need both documents and they need to coexist! You can't have one without the other!

Without a plan to grow your business, the way your business grows will be random and largely dependant on luck.

Universal Truths

No matter your industry, there are 5 Core Functions every business needs to focus on in order to grow.

These Marketing Pillars are the foundation to predictably grow your business. Each business will focus on each area at some point.

If you feel overwhelmed with marketing, it is due to a lack of clarity on where you should invest your time. This presentation will help you understand where you should spend your time.

Framework

Part of growing a successful business is being able to evaluate where your business stands at any given moment in order to make the best decisions you can.

Whether you are in start-up, expansion, peak or in a valley, you need to be able to objectively look at data to make decisions.

Having this framework will allow you to remove your emotion and focus on facts.

Marketing Channels*

SEO

Content Marketing

LinkedIn Prospecting

Make Videos

Post on Social Media

Buy Paid Ads

Mail postcards

Email Marketing

PR Outreach

Why You Need a Marketing Plan



Strategy vs Tactics

When deciding where to focus your efforts, you first need to DEFINE YOUR STRATEGY!

STOP going after the newest marketing buzzword and focus your efforts in 1-2 places until you have MASTERED THEM. This is what [Allan Dib](#) calls “Random Acts of Marketing”.

Ask yourself:

1. WHO are you trying to reach?
2. WHAT action do you want them to take?
3. HOW do you solve a pain or need?
4. WHY are you the best solution to their problem?

**Strategy without tactics is the
slowest route to victory.
Tactics without strategy is the
noise before defeat.**

SUN TZU

Marketing Hierarchy



Examples

GOAL – Generate \$30,000 in monthly revenue for your new BBQ restaurant within 6 months.

STRATEGY #1 – Identify and acquire a small set of enthusiastic customers. People who love BBQ and grilling. Hot sauce enthusiast. People who watch The American BBQ Showdown.

TACTIC #1 – Identify your ideal customer on Facebook offer them a discount to try your product. Get a Free side of pulled pork with any combo.

TACTIC #2– Upsell them with text message marketing to join your sauce of the month club that gets them a free sandwich with the monthly sauce. .

Professionals Have Plans

A study from the Content Marketing Institute reported that creating and documenting your marketing strategy gives you a **538%** greater chance of being successful.

One Page Marketing Plan

My 1-Page Marketing Plan

Before (Prospect)	 1. My Target Market	 2. My Message To My Target Market	 3. The Media I Will Use To Reach My Target Market
During (Lead)	 4. My Lead Capture System	 5. My Lead Nurturing System	 6. My Sales Conversion Strategy
After (Customer)	 7. How I Deliver A World Class Experience	 8. How I Increase Customer Lifetime Value	 9. How I Orchestrate And Stimulate Referrals

PILAR 1: YOUR AVATAR

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Don't Rush

Why is defining your avatar so important?

Because it will cost you unnecessary **TIME** and **MONEY** to market to people who are not an ideal client.

Do you want to be a big fish in a small pond or a small fish in a big pond? When you do not clearly define your target market, you are going to be overlooked because your messaging is too broad.

Get in Their Head

Demographics:

Gender

Age

Location

Education Level

Psychographics:

What keeps them up at night?

What are their top frustrations?

Do they have their own language- think how differently a coder would speak than a construction worker. Or how a stay at home parent vs an executive speak.

What does their entire day look like?

Rate Yourself

Weak

Strong

Core Function	1	2	3	4	5
Your Avatar	I do not know exactly who my ideal customer is.	I have a general idea of who my ideal customer is. Example: women in their 60's	I can mostly define my ideal client. I can say with reasonable certainty I know what their needs and wants are and my product or service could be a good match for them.	I know my ideal client's most pressing needs and wants and can speak to them with reasonable personalization. I know how my product/service solves their need or want.	I know exactly who my ideal client is. I know what their entire day looks like from sunup to sundown. I know what publications they read, the types of meals they eat and what keeps them up at night

PILAR 2 -4:
LEAD GENERATION & NURTURE

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Systems and Processes

Lead Generation

The act of generating a lead that has given you **PERMISSION** to communicate with you. This is when someone joins your email list, your private group on LinkedIn or Facebook, follows you on social media, has registered for a webinar or training, has given you a phone number to receive texts, schedules a 1:1 consult, or calls your business to get more information.

Lead Nurture

This is the entire process and every touch point you make to get them to make a purchase from you. Best case scenario is your lead will come and buy immediately. This is **OFTEN** not the case. When you look at the numbers, half will never buy from you. Of the remaining 50%, over 85% will become a customer over time. **THIS IS THE LONG GAME.**

Rate Yourself

Weak

Strong

Core Function	1	2	3	4	5
Lead Generation	I get very few leads. My lead generation is inconsistent.	I don't get many leads but I get some good quality leads.	I am getting consistent leads but the cost of qualified leads is too high.	I get consistent and predictable leads that are qualified & at a reasonable cost.	I get consistent and predictable leads and I get as many qualified leads as I can convert.
Lead Nurture	If my prospect doesn't buy from my I lose the lead.	I have some nurturing, but it is not consistent.	I have consistem systems to nurture leads, but they are not converting at a consistent level.	I have nurture systems that are consistently converting.	I have nurture systems that are consistently converting at a high rate.

PILAR 4 & 5:
DELIVERY AND RETENTION

Sales and Retention

Conversion:

The exchange of money for your products or services. This can happen on a website (eCommerce), in-person (store fronts and restaurants) or over the phone.

Delivery:

How do you delivery your products or service to be sure the customer is happy and gets what they expected to receive. What does your packaging and delivery look like? Did you keep your promises?

Retention and Upsell:

How you get your client to be excited about their product and service and tell everyone about their experience. How do you get them to purchase again? Are they satisfied? Do you get lots of returns?

Rate Yourself

Weak

Strong

Core Function	1	2	3	4	5
Conversion and Delivery	Delivery is inconsistent and my satisfaction ratings are low.	I have average customer satisfaction and my delivery is somewhat consistent.	My delivery is consistent and my client satisfaction is average.	I deliver my product or service with consistency and my clients have above average experiences and results.	My delivery is consistent, my clients are thrilled with my product/service and I get a high percentage of referrals.
Upsell and Retention	You have no retention and returns rates are high.	I am improving retention and looking for ways to upsell.	A consistent number of clients return to purchase and my referral rate is consistent.	A large number of my clients return for repeat purchases. I have a consistent retention rate.	I have a great retention rate, my lifetime value of a customer is growing and I get as many referrals as I need.

How Do You Measure Up?



Your Total Score

Avatar	Lead Generation	Lead Nurture	Delivery	Upsell and Retention

Your Scores

5-9: You know where to focus your efforts.

10-14: Your business is doing well

15-19: You are experiencing hyper growth and having massive impact on your customers

20-25: It is very hard to get a 25 unless you have people, processes and products.

The 3 P's That Lead to Profit

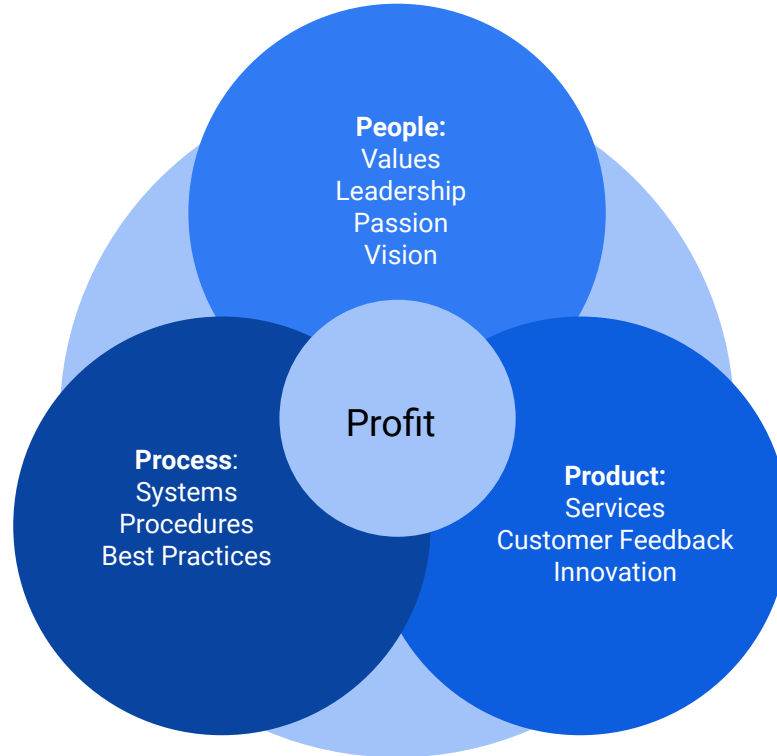
No matter where you rate in your business, the key to unlocking the next level of growth is to focus on the 3 P's.

People

Process

Product

Operation Model



Conclusion

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Knowing where to spend your time and how to measure your outcomes will grow your business leaps and bounds.

Take the time to self-assess and instead of jumping from tactic to tactic, look at how the 5 Core Functions are operating in your business and make changes and improvements as needed.

Resources:

[5 Core Functions](#)

[One Page Marketing Plan](#)

[Strategy vs Tactics](#)

[Defining Your Avatar](#)

Questions?

Type your question to the chat box

Contact Us:

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